

What is claimed is:

1. An elongated column assembly for use in constructing displays, comprising:  
a plurality of tubing segments, each of the tubing segments having a first end and a second end; and  
a first end webbing member operably coupling the plurality of tubing segments proximate the first ends, a second end webbing member operably coupling the plurality of frame tubing segments proximate the second ends, the plurality of tubing segments and the first and second end webbing members together defining an elongated structure of generally columnar shape, the first and the second end webbing members including a top plate portion and a plurality of integral side portions, each of the plurality of integral side portions spanning between and operably coupled to two adjacent tubing segments for bridging support.
2. The column assembly of claim 1, wherein each of the plurality of tubing segments has a generally rectangular cross-section.
3. The column assembly of claim 1, wherein each top plate of the first and second end webbing members includes a plurality of inset corners for attaching the plurality of tubing segments.
4. The column assembly of claim 1, wherein the first and second end webbing members are welded to one of the plurality of tubing segments.

5. The column assembly of claim 1, wherein the outer surfaces of the plurality of tubing segments are substantially free of obstructions along the length between the first and second end webbing members.
6. The column assembly of claim 1, further comprising means for attaching the structure to a separate structural member of the display.
7. The column assembly of claim 6, wherein said means for attaching includes a socket formed in one of the first or second ends of each of the plurality of tubing segments.
8. An elongated columnar structure for use in constructing displays comprising:
  - at least four spaced apart elongate members, each having a pair of opposing ends; and
  - a pair of opposing end webbing members, each end webbing member connecting the at least four elongate members proximate a separate one of the pair of opposing ends so as to define a substantially open parallelepiped, each of the pair of end webbing members including an end plate portion and a plurality of side portions integral with the end plate portion, each of the plurality of side portions positioned so as to span between and bridgingly support a separate pair of the at least four elongate members.
9. The structure of claim 8, wherein the at least four elongate members are metal.
10. The structure of claim 8, wherein the at least four elongate members are hollow.

11. The structure of claim 8, wherein the outer surface of each elongate member is substantially free of obstructions between the end webbing members.
12. The structure of claim 8, wherein the end plate portion of at least one of the end webbing members has an aperture defined therein.
13. The structure of claim 8, wherein the end plate portion of each end webbing members has four inset corners, each inset corner adapted to receive one of the at least four elongate members.
14. The structure of claim 8, wherein each of the at least four elongate members has a generally rectangular cross-section.
15. The structure of claim 8, further comprising means for attaching the structure to a separate structural member of the display.
16. The structure of claim 15, wherein said means for attaching includes a socket formed in one of the opposing ends of each of the at least four elongate members.
17. The structure of claim 15, wherein said separate structural member is an extension module.
18. A method for making an elongated columnar structure for use in constructing displays, the method comprising:

providing four elongate tubular members, each having a pair of opposing ends;  
forming a pair of end webbing members, each end webbing member including an end plate portion and a plurality of side portions integral with the end plate portion; and  
connecting the four tubular members proximate each of the opposing ends with a separate one of the end webbing members so that the four tubular members and the end webbing members together define a substantially open parallelepiped structure, each of the plurality of side portions positioned so as to span between and bridgingly support a separate pair of the four tubular members.

19. The method of claim 18, further comprising the step of forming four inset corners in each end webbing member, each inset corner adapted to receive one of the four tubular members.

20. An elongated columnar structure for use in constructing displays comprising:

at least one elongate substantially open parallelepiped structure having a pair of opposing ends, the parallelepiped structure comprising a plurality of spaced apart elongate members operably coupled by a pair of spaced apart opposing end webbing members, each elongate member defining an outside corner of the parallelepiped structure; and

at least one extension module selectively operably couplable with one of the pair of opposing ends of the at least one parallelepiped structure, wherein the extension module comprises a hollow, sheet metal enclosure having at least a top, a bottom, and four sides, the four sides intersecting at four outside corners, each of the four outside corners of the extension module aligned with a separate one of the outside corners of the parallelepiped structure when the extension module is coupled with the parallelepiped structure.

21. The structure of claim 20, wherein the extension module is a cube.
22. The structure of claim 21, wherein the extension module comprises a pair of u-shaped body portions.
23. The structure of claim 20, wherein the extension module has a plurality of central apertures and a plurality of corner apertures defined therein.
24. The structure of claim 20, wherein said end webbing members each have a plurality of cutout portions.
25. The structure of claim 20, wherein the elongate members are metal.
26. The structure of claim 20, wherein the elongate members are hollow.
27. The structure of claim 20, wherein the outer surface of each elongate member is substantially free of bracing and webbing between the end webbing members.
28. The structure of claim 20, wherein the end webbing members each have an aperture defined therein.

29. The structure of claim 20, wherein each of the elongate members has a generally rectangular cross-section.